

Great Sierra River Cleanup Coordinator Training



*Presented by:
Kathy Dotson &
Sierra Nevada Conservancy*

History of the Great Sierra River Cleanup

- ✓ Began in 2009 with 33 groups participating
- ✓ 15,000 volunteers
- ✓ 600 tons of garbage removed



Volunteers

Site Captains

Cleanup Coordinators

Sierra Nevada Conservancy

California Coastal
Commission


Ocean Conservancy

You!



Why do you want to host a Cleanup?



- 
- ✓ **To clean the river/watershed**
 - ✓ **To protect the watershed's fish & wildlife**
 - ✓ **To gain exposure for your organization/campaign**
 - ✓ **To gain new volunteers and/or members**
 - ✓ **To build bridges/partnerships in the community**

**How large of a
Cleanup do you
want to have?**

How many sites?

Visit sites to assess:

- ✓ Size of area
- ✓ Who owns the land?
 - Site access
- ✓ Safety
- ✓ How many volunteers? Type?
- ✓ Extra help needed?
 - Supplies/Equipment needed?
- ✓ How will trash/recycling be dealt with?



What does the SNC Provide to you?

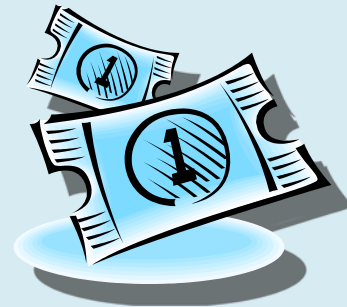
- **PROMO:** posters, handbills, postcards (in Spanish, too)
- **SUPPLIES:** trash bags, recycle bags, pencils, gloves
- **OTHER:** waivers, data cards, forms, t-shirts for captains

What are some expenses?

- ✓ **Printing**
- ✓ **Postage**
- ✓ **Advertising**
- ✓ **Extra design**
- ✓ **Extra event costs**
- ✓ **Travel**
- ✓ **Staff time**
- ✓ **Overhead**
- ✓ **Food/drink**
- ✓ **Schwag**
- ✓ **Supplies**

Can there be an income?

- ✓ Sponsors!
- ✓ Food/drink/other sales
- ✓ Raffle tickets



Volunteers!



Site Captains

Who are they?

Volunteers that can handle more responsibilities and be in charge

What do they do?

- ✓ Understand site
- ✓ Manage & take care of volunteers
- ✓ Train volunteers & give safety talk
- ✓ Represent organization
- ✓ Manage supplies
- ❖ Be sure to hold a Site Captain Meeting
- ❖ Teach them to say thanks!

Site Captain Meeting

- ✓ Hold about one week before event
- ✓ Create their clipboards with all forms needed
- ✓ Understand site (meet individually with each to go over specifics)
- ✓ Manage & take care of volunteers
- ✓ Train volunteers & give safety talk
- ✓ Teach them to say thank you often!

How to Recruit Volunteers

- ✓ Use all the PR tools
- ✓ Use existing database
- ✓ Get groups...



Groups are Great!

- ✓ Schools
- ✓ Scouts
- ✓ Green Clubs
- ✓ Churches
- ✓ 4WD Clubs
- ✓ Sierra Club
- ✓ Audubon
- ✓ Rotary Clubs
- ✓ Other Non-profits
- ✓ Large Companies
- ✓ Tribal Groups
- ✓ Fly-fishing Clubs
- ✓ Mountain Bikers
- ✓ Boaters & Rafters

Keeping Our Volunteers Safe

- ✓ Waivers
- ✓ What to bring
- ✓ Safety Talk
(page 51 in manual)

Pre-Registering Volunteers

- ✓ GoogleDocs registration form
- ✓ Gather as much info as possible
- ✓ Tell them what to bring & where to meet

The image displays three overlapping screenshots of a Google Form and a Google Sheet, illustrating the integration of Google Forms with Google Sheets.

Top Left Screenshot: Google Form - Great Sierra River Cleanup Volunteer Registration

The form is titled "Great Sierra River Cleanup Volunteer Registration". It includes a pre-registration instruction: "Pre-register for the GSRC on September 15th! Please remember to bring your reusable buckets, gloves, and water bottles. For more information call Brittany at 530-823-4888." The form is currently editing a question titled "First Name and Last Name", which is a text question. The question is marked as "Required". The form also includes a "Sample Question 2" and a link to view the published form.

Top Right Screenshot: Google Form - Great Sierra River Cleanup Volunteer Registration

This screenshot shows the same form, but with a different question selected: "Timestamp". The question is a timestamp question. The form also includes a "Sample Question 2" and a link to view the published form.

Bottom Screenshot: Google Sheet

The Google Sheet displays the data collected from the form. The data is organized into a table with the following columns: Timestamp, First Name and Last Name, Which site would you prefer to volunteer at?, and Email Address. The data row shows the following information:

Timestamp	First Name and Last Name	Which site would you prefer to volunteer at?	Email Address
4/24/2012 13:00:28	Joe Volunteer	Stevens Trail river access	jvolunteer@com.com

The Theory of Volunteer Happiness



LOVE, LOVE, LOVE

Thank your volunteers all the time

- in person, in emails, on paper – know names

LOVE starts from the top ... spread it!

Don't forget to register your site(s) on the Great Sierra River Cleanup page!

Post Your Event

Event Title

Description

Organization

Location

Click the map to choose the event's location.
Please be as precise as possible, so people can get directions.

Contact Person

Phone

Email

Date

Time


Signup URL

This can be exact times, or descriptions such as "starting at dawn"

If volunteers can sign up online, provide the URL here.

Map

Satellite



Map data ©2012 Google, INEGI - Terms of Use

Longitude

-120.10253899999

Latitude

38.805074

Auburn, CA

Search

Done

Internet | Protected Mode: On

115%

Sponsorship

*This is a feel-good event!
An event that everyone likes!*



What do you want your sponsors to cover?

- ✓ All cash
- ✓ Product sponsors
- ✓ Services
- ✓ Media



Think Creatively About Who Can Sponsor

- ✓ Grocery Stores
- ✓ Tech Companies
- ✓ Print Shops
- ✓ Fly-fishing Groups
- ✓ Water Agencies
- ✓ Casinos

❖ Be aware of other groups & events
Who are they asking?

What can you offer your Sponsors?

- ✓ Name/Logo recognition
- ✓ Product giveaways/demo
- ✓ Exclusivity
- ✓ Announcements at event
 - In PR- on the radio, etc.
- ✓ Opportunities for employees to get involved and sponsor a site
- ✓ The river!



In coordination with the California Coastal Cleanup Day

How to do “The Ask”

- ❖ Who does it?
- ❖ Who do you ask?
- ❖ Phone vs. Letter vs. In-Person
- ❖ Materials
- ❖ Be prepared!



Don' t Forget!

- ✓ Create a deadline for yourself and sponsors (early August)
- ✓ Treat your sponsors really well
 - Communicate, deliver on promises, thank them
- ✓ Invite them to the event
- ✓ Send thank yous and a report after the event

**Get to know what media &
other ways to promote are
available in your community**

How far do you want to reach?

What is your PR area?

Media Plan

Sources

- ✓ Newspapers
- ✓ Radio
- ✓ TV
- ✓ Online calendars + Social marketing
- ✓ Newsletters (print & enews)
- ✓ Local magazines
- ✓ Free ways to promote
- ✓ Postering

Media Plan

What Is Your Message?

- ✓ Volunteer recruitment
- ✓ Event coverage
- ✓ Post event results

Things to Highlight:

- ✓ Groups involved
- ✓ Partnerships with agencies
- ✓ Sites & specific trash that will be pulled out

Media Plan

Timeline

- ❖ Now through Sept. 21st
- ❖ Early volunteer recruitment
- ❖ Know deadlines of all media
- ❖ Multiple waves of PR/press releases
- ❖ Day of press/Post cleanup press

Media Materials

- ✓ Press releases
- ✓ Save-the-date cards/Pitch letters
- ✓ “Canned articles”
- ✓ Letters to the editor/Op-ed pieces
- ✓ Media kits



Media Do's

- ✓ Use facts, numbers, quotes and be accurate
- ✓ Photos
- ✓ Communicate regularly
- ✓ Follow their guidelines & deadlines
- ✓ Special invites & thank yous

Media Don'ts

- ✓ Miss deadlines
- ✓ Mass emailing
- ✓ Bug them



What can you get for FREE?

- ✓ Radio interviews
- ✓ PSA's/Community calendars
- ✓ Web calendars
- ✓ Mention in other newsletters (schools, organizations, etc.)
- ✓ LTE's/Op-eds
- ✓ Social networking
- ✓ Water/sewage/garbage bills
- ✓ Grocery bags



Social Marketing

**** Be sure to “like” GSRC on Facebook!**

- ✓ **Facebook**- organization’ s & individuals’ own pages + event listing
- ✓ **Twitter**- linked to your website & Facebook
- ✓ **Craigslist**
- ✓ **Evite**

❖ Have a dedicated volunteer to do regular postings:
*more postings=
more traffic!*



The Day of

1) Starting Point



The Day of

2) At the Sites – Site Captains in Charge

- ✓ Divide into groups
- ✓ Distribute supplies
- ✓ Designate meeting time
- ✓ Meet with media (You)
- ✓ Weigh/count trash bags
- ✓ Finish paperwork
- ✓ Call coordinator with results



The Day of

3) At the End of the Cleanup

- ✓ Collect Supplies
- ✓ Tally results
- ✓ Contact Marji by 1pm with results
- ✓ Party?!
- ✓ Send results, press release + photos to media



MATERIAL ORDER FORM

Great Sierra CleanUp 2013

Please email or fax completed form
by **MAY 8, 2013** to Marji Feliz at the SNC -
EMAIL: mfeliz@sierranevada.ca.gov
FAX: 530-823-4665



Coordinator Name: _____

Organization: _____

Contact Phone: () _____ Contact Email: _____

Shipping Address (no P.O. Box)

Street Address: _____

City: _____ State: _____ Zip: _____

TRASH BAGS		RECYCLE BAGS	
GSRC Posters (large - 11x17) (in English)		GSRC Posters (small - 8.5 x14) (in English)	
GSRC Posters (large - 11x17) (in Spanish)		GSRC Posters (small - 8.5 x14) (in Spanish)	
DATA DETECTIVE POSTER (English/Spanish combined)		PENCILS	
DATA CARDS - ENGLISH		DATA CARDS - SPANISH	
DATA SUMMARY CARD (for CleanUp Coordinator & Sites)		HANDBILLS	

GLOVES - (Please specify number of gloves, not boxes): XS _____ S _____ M _____ L _____ XL _____

T-SHIRTS - for GSRCU CleanUp site captains (FREE – please only order what you need for Cleanup captains and organizers):

S _____ M _____ L _____ XL _____ XXL _____

BINDER - All Coordinators will receive a CD version of the Coordinator's packet and forms. This will include more pr material such as brochures, logos, sample ads and handbills.

Material Order Form

- ✓ Filled out by YOU
- ✓ Due by May 8
- ✓ T-shirts are provided free for you & your site captains

Great Sierra River Cleanup 2013

SITE CAPTAIN FORM

Please call _____ (_____) _____ by 1:00pm with this info!

Site: _____

Site Captain(s): _____

Phone: (_____) _____ or (_____) _____

STATISTICS

Total Number of Volunteers: _____

Age of Oldest Participant: _____ Age of Youngest Participant: _____

of Bags of Trash: _____ Estimated Pounds of Trash: _____

of Bags of Recyclables: _____ Estimated Pounds of Recyclables: _____

Estimated Total River Mileage/Area Cleaned: _____

Most Unusual Item Found: _____

Best Item Found: _____

Any Really Cool/Weird Stuff?

Any Problems?

Any other info that would help us in next year's CleanUp?

Would you like to be a site leader next year? YES NO

Thank you for being a site leader!

The Great Sierra River Cleanup is held in partnership with the Coastal Cleanup Day and serves to promote good stewardship on waterways from the source to the sea.

PLEASE RETURN THIS FORM TO YOUR CLEANUP COORDINATOR LISTED ABOVE.

Site Captain Form

- ✓ Filled out by site captains the day of cleanup
- ✓ Keep it! Do not send to SNC

Site Compilation Form

- ✓ Handy form filled out by YOU on day of cleanup
- ✓ Send a copy to SNC by October 21st

[illegible]

Great Sierra River Cleanup 2013 COORDINATOR REPORTING FORM

Please fill in all the necessary information and send a copy to Marji Feliz at
Sierra Nevada Conservancy, 11521 Blocker Drive, Suite 205, Auburn, CA 95603

County/Region: _____
Watershed/River: _____
Coordinator Name: _____
Coordinator's Organization: _____
Coordinator's Address: _____
City: _____ Zip: _____
Contact Phone: () _____
Contact Email: _____

STATISTICS

Total number of Cleanup volunteers: _____

Estimated Total River Mileage/Area cleaned: _____

of Bags of Trash: _____ # of Bags of Recyclables: _____

Volume Collected: Trash _____ Recyclables _____

TOTAL WEIGHT*: _____

***you may weigh a typical random sample and multiply the average weight per bag to get the total, or actually weigh all the bags.**

Please indicate how you got your total: () Estimated Weight () Measured Weight

Invasive species removed: _____

Total pounds/cubic area: _____

Most unusual items found: _____

Oldest Volunteer Age: _____

Youngest Volunteer Age: _____

Please report any events, cleanup parties, contests, or other unusual occurrences that happened at the cleanup(s) in your region:

Thank you for participating in the 5th annual Great Sierra River Cleanup!

The Great Sierra River Cleanup is held in partnership with the Coastal Cleanup Day and serves to promote good stewardship on waterways from the source to the sea.

Coordinator Reporting Form

- ✓ Filled out by YOU
after the cleanup
- ✓ Send copy to SNC
by October 21st

Waiver Forms




- ✓ Available for download on SNC site August 1
- ✓ Filled out by ALL volunteers at the cleanup
- ✓ Send all waivers to SNC by October 21st

Data Cards

- ✓ Filled out by volunteers- 1 data card per group (2-5 people)
- ✓ Include name, site, river
- ✓ Order as many data cards as trash bags
- ✓ Return all to SNC by October 21st

INTERNATIONAL COASTAL CLEANUP DATA CARD

 Ocean Conservancy
Start a Sea Change

Thank you for participating in Ocean Conservancy's International Coastal Cleanup (ICC). The commitment you have made today is the first step to ensuring we can enjoy a cleaner ocean all year-round. The data you collect during the Cleanup is invaluable to Ocean Conservancy's effort to start a sea change every day, helping us educate public, business, and government officials about the scale and serious consequences of the global marine debris problem. Thank you. We could not do it without your help!

1. CLEANUP SITE INFORMATION

Category of Cleanup (choose one): ☐ Coastal ☐ Inland Waterway (River/Stream/Tributary/Lake)
Type of Cleanup (choose one): ☐ Beach/Shoreline ☐ Underwater ☐ Watercraft (powerboat, sailboat, kayak or canoe)
Location of Cleanup: State _____ Country _____
Province _____ Zone or County Cleaned _____
Cleanup Site Name (beach, park, etc.) _____
Today's Date: Month _____ Day _____ Year _____ Name of Coordinator _____
Number of People Working on This Card _____ Distance Cleaned _____ miles or _____ km
Number of Trash Bags Filled _____ # Total Estimated Weight Collected _____ lbs. or _____ kgs.
Estimated Time Spent on Cleanup _____

2. CONTACT INFORMATION (EACH INDIVIDUAL TEAM MEMBER)

1. Name _____ 3. Name _____
Email Address _____ Email Address _____
2. Name _____ 4. Name _____
Email Address _____ Email Address _____

3. ENTANGLED ANIMALS

List all entangled animals found during the Cleanup. Record the type of debris they were entangled in, for example: fishing line, fishing nets, balloon string/ribbon, crab/lobster/fish traps, plastic bags, rope, sea-pack rings, wire and other items (please specify).

Animal	Alive/Released or Dead	Entanglement Debris

4. WHAT WAS THE MOST PECULIAR ITEM YOU COLLECTED? _____

ITEMS COLLECTED Please pick up ALL debris that you find. Only record information for the items listed below. Keep a count of your items using tick marks and enter the item totals in the box.

Example: ☐ 8 Beverage Cans 

SHORELINE AND RECREATIONAL ACTIVITIES
Debris from fast food, beach-goers, sports/games, festivals, litter from streets/storm drains, etc.

<input type="checkbox"/> Bags (Paper)	<input type="checkbox"/> Cups, Plates, Forks, Knives, Spoons
<input type="checkbox"/> Bags (Plastic)	<input type="checkbox"/> Food Wrappers/Containers
<input type="checkbox"/> Balloons	<input type="checkbox"/> Pull Tabs
<input type="checkbox"/> Beverage Bottles (Plastic) 2 liters or less	<input type="checkbox"/> 6-Pack Holders
<input type="checkbox"/> Glass Beverage Bottles	<input type="checkbox"/> Shotgun Shells/Wadding
<input type="checkbox"/> Beverage Cans	<input type="checkbox"/> Straws, Stirrers
<input type="checkbox"/> Caps, Lids	<input type="checkbox"/> Toys
<input type="checkbox"/> Clothing, Shoes	

OCEAN/WATERWAY ACTIVITIES
Debris from recreational/commercial fishing and boat/vessel operations

<input type="checkbox"/> Bait Containers/Packaging	<input type="checkbox"/> Fishing Nets
<input type="checkbox"/> Bleach/Cleaner Bottles	<input type="checkbox"/> Light Bulbs/Tubes
<input type="checkbox"/> Buoys/Floats	<input type="checkbox"/> Oil/Lube Bottles
<input type="checkbox"/> Crab/Lobster/Fish Traps	<input type="checkbox"/> Pallets
<input type="checkbox"/> Crates	<input type="checkbox"/> Plastic Sheeting/Tarps
<input type="checkbox"/> Fishing Line	<input type="checkbox"/> Rope
<input type="checkbox"/> Fishing Lures/Light Sticks	<input type="checkbox"/> Strapping Bands

SMOKING-RELATED ACTIVITIES

☐ Cigarettes/Cigarette Filters _____

☐ Cigarette Lighters _____
☐ Cigar Tips _____

DUMPING ACTIVITIES

☐ Appliances (refrigerators, washers, etc.) _____
☐ Batteries _____
☐ Building Materials _____
☐ Cars/Car Parts _____
☐ 55-Gal. Drums _____

Post Cleanup Tasks

- ✓ Send out PR immediately following event
- ✓ Compile photos- send to Marji
- ✓ Finish forms- send to Marji
- ✓ Send thank yous to volunteers, site captains, sponsors, media, etc.
- ✓ Send totals/PR to county, city, agency officials, etc.
- ✓ Write kudos for your paper

Make Your Event Green!

- ❖ Why go green?
- ❖ BYOB
- ❖ No water bottles- have water coolers
- ❖ Encourage walking/bicycling/carpool/public transport
- ❖ Reusable gloves and buckets
- ❖ Don't give away "stuff" – be creative & green with thank you gifts
- ❖ Make your party green – compostables, local organic food, recycling, etc.

Other Cool Ideas

- ✓ Use Boy Scouts as Lifeguards (community help requirement)
- ✓ Involve juvenile probation teams (service requirement)
- ✓ If you are an AmeriCorps coordinator, include cleanup manual in Legacy Binder
- ✓ Can you make the cleanup a year round event?
- ✓ Keep track of stats at each site year to year
- ✓ “Pack It In/Pack It Out” PR

Marji Feliz

(530) 823-4679

mfeliz@sierranevada.ca.gov

**Coordinator's Corner updated on
SNC website in early May
[www.sierranevada.ca.gov/
our-work/rivercleanup](http://www.sierranevada.ca.gov/our-work/rivercleanup)**

**THANK
YOU!**

